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Veure en el navegador

## #2 PROACTsme - Interreg Europe | March 2024

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**PROACTsme project!**

*A little bit from us...*

From 2023 to 2027, eight regions and cities we will work together with this common objective: improve our smarter and digitized services for SMEs. Attention is specially put on the development and provision of personalized and proactive electronic public services in order to reduce red tape for the business environment whilst anticipating policy and service needs. This means building up a more resilient and competitive private sector in the different regions partaking in the project.

[More information about the project, funds and partners](#)

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**Let's talk about: Study visits & Partners Meeting!**



## **GREECE: IPeR and Study Visit in Thessaloniki in November, 2023**

ANATOLIKI S.A. hosted its partners from the Interreg Europe PROACTsme project on November 29th and 30th, 2023, in Thessaloniki.

On the first day of the two-day meeting, the PROACTsme partners discussed the progress of the project from its inception until today. Additionally, the partnership defined common dates and deadlines for the project activities for the next

implementation semester.

On the second day, the partnership visited the offices of the One Stop Liaison Office of the Region of Central Macedonia, where the collaborators had the opportunity to be informed about the actions of OSLO and G-Cloud (Government Cloud). The meeting continued at the Center for Research and Technology, Hellas.

[More information about the event](#)



**POLAND: Study Visit and partners meeting in Mazovia Region in February, 2024**

Next study visit took place on 7th & 8th of February to the Mazovia region, which was hosted by the Polish Partners: Mazovian Development Agency and Marshal's Office of the Mazovian Voivodeship in Warsaw.

On the first day, the project partners came together in the Center for Entrepreneurship Smolna in Warsaw, Poland, to get to know the Polish scope in terms of IA and good practices of the region. The study visit also continued at the Polish Vodka Museum, to learn about Polish culture and history.

On the second day of the study visit, partners learned about AI and its applications in Poland and across Europe. The presentation from Avenga allowed the team gain a broader knowledge about the current AI situation throughout Europe and Poland.

[Learn more about this](#)

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## **Follow-up meeting for the end of semester 2**

The PROACTsme team came together on February 23rd to carry out an online partner meeting. The aim of this meeting was to close up semester two and to bring into the picture semester 3. The meeting was held on Microsoft TEAMS at 11:30h and lasted for a little bit over an hour. Participation was encouraged all throughout the session.

The session finished up with a general consensus of excitement for semester three, given that the Lithuanian partners and Norwegian partners have started to plan ahead their respective study visits.

[Learn more about this](#)

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## **Regional Stakeholders Meetings: second round!**



## **Regional Stakeholders Meeting in Lithuania**

On the 21st of November 2023, the Lithuanian Innovation Center (LIC) organized a local stakeholder group meeting in Panevėžys, Lithuania. A total of 14 participants took part in the meeting, representing local development agency, business support organizations, tech-parks and private enterprises.

This meeting focused on discussing how proactive business support services and the implementation of innovative tools can accelerate the transition of the Panevėžys region toward its strategic goal of becoming the hub of Industry 4.0.

[More information about the event](#)

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## **Catalan 2nd Regional Stakeholders Meetings in Barcelona**

On January 31<sup>st</sup>, February 1<sup>st</sup> and February 5<sup>th</sup>, the partner Office of Business Administration held their second stakeholder meeting for the PROACTsme project. The three sessions were divided between local scope, regional scope and economic agents.

Open discussion was encouraged and there was a constant brainstorm with post-its, which were divided into different sections. In these discussions, a section was dedicated to the proactive services that are important to them and their clients.

[More information about the event](#)

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## **Mazovia Region's Regional Stakeholders Meeting**

On February 20th, the two Mazovian partners: Entrepreneurship and Investment Centre and Marshal's Office of the Mazovian Voivodeship in Warsaw organized their 2nd stakeholder meeting. The meeting was attended by representatives of the Ministry of Digital Affairs, Łukasiewicz Research Network - Industrial Institute of Automation and Measurements, local government units, BSOs and AI services providers.

The meeting participants were presented with the results of the workshop for project partners, which took place during the latest study visit to Warsaw and concerned the usage of artificial intelligence in public services. AI issues were also presented in terms of seven typical patterns of its application.

[More information about the event](#)

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## **Our Participation in Interreg Europe**



### **Project training days for first call projects in Lille, France**

On September 26th and 28th the Office of Business Management, as lead partner of the PROACTsme project, attended the three days training of Interreg Europe in Lille, France. This meeting brought together lead partners, communication and

finance managers from more than 70 different projects to cooperate and share good practices.

[More information](#)

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## Get to know us!

*Who's behind the PROACTsme project?*

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## MARSHAL'S OFFICE OF THE MAZOWIECKIE VOIVODESHIP

*Who we are?*

The Marshal's Office of the Mazowieckie Voivodeship in Warsaw is an organizational unit for the region. It ensures that the tasks assigned to the Marshal, Executive Board and Sejmik of the Mazowieckie Voivodeship related to a number of public services that are carried out by providing the highest quality public services for citizens in the voivodship.

The team involved in the implementation of the PROACTsme project deals on a daily basis with the regional innovation system, creating conditions for increasing the competitiveness of Masovian entrepreneurs, supporting innovation, development of entrepreneurship and internationalization.

Every day we identify new solutions and tools to carry out activities that contribute



to the economic and social development of the voivodeship and the creation of a friendly environment for entrepreneurship and innovation:

1. We cooperate closely with Business Environment Institutions (BEI). These activities include networking meetings, accreditation system for Mazovian Business Environment Institutions and organization of cyclic meetings of BEI's representatives within the BEI Forum.
2. We cooperate with non-governmental organizations in the field of strengthening position of clusters, creating Mazovian start-up support ecosystem funding of acceleration programmes.
2. We promote Mazovian small and medium-sized enterprises by organizing two important competitions: Innovator of Mazovia and Start from Mazovia.
4. The Mazovian Voivodeship also cooperates with the scientific community by implementing the project "Mazovia as an accelerator of global enterprises", whose aim will be achieved by implementing an effective model of cooperation between administration, science and business.

[Learn more here](#)



## **MAZOVIA DEVELOPMENT AGENCY**

*Who are we?*

Mazovia Development Agency's (MDA) mission is to create and support the socio-economic development of the Mazovia Region. MDA closely cooperates

with companies, local government, public institutions, BSOs and Marshal's Office of the Mazovian Voivodeship in Warsaw to build the innovative and friendly ecosystem for SME's.

Our department - Entrepreneurship and Investment Centre - aims to develop and boost Mazovian business ecosystem by supporting entrepreneurship, SMEs and local government units.

*Our key competences:*

- active participation in the RIS revision process and implementation of RIS strategy goals by taking a part in the working groups, sub-regional and strategic workshops, consultations organised by Marshal's Office of the Mazovian Voivodeship in Warsaw;
- member of the Mazovian Innovation Council, an institution of consultative and advisory character for the Board of Mazovian Voivodeship within the scope of innovation policy, entrepreneurship and new technologies;
- taking part in the Business Environment Institutions Forum, which gathers representatives of BSOs operating in Mazovia and aims at exchange of information on the functioning of the innovation ecosystem and creation of SME's support;
- implementation of projects financed by EU funds: regional, national and international (including Interreg)
- promoting economic potential of Mazovia Voivodeship's;
- attracting investors and building investment attractiveness of the Mazovia region;
- supporting internationalization of Polish SMEs;
- organization of promotional, training or economic events;
- building extensive relationships and networks to increase business ecosystem capacity.

[Learn more here](#)



## **ANATOLIKI S.A.**

*Who are we?*

ANATOLIKI S.A. was established in 1995 as a Center for Human Resources Development and Strengthening of the Local Economy of the wider area of Eastern Thessaloniki. In June 2021, it was transformed into a Local Government Development Organization.

The establishment of ANATOLIKI SA arose through the characteristics and growth rates of the area, where dynamic coexistence of all sectors of the economy, intense change of uses and value of land, residential pressure and concentration of service activities of the Thessaloniki Urban Complex are identified.

A key policy in its operation is the combination of parallel interventions in all sectors of society and the combination of elements of integrated development in all its individual actions, utilizing its participation in projects co-financed by EU programs.

*Special attention is given:*

- in the sustainable management of natural resources with balanced development of all sectors of the economy
- in strengthening the endogenous forces of development, especially the human resources
- in ensuring quality of life through the promotion of infrastructure, changing consumer patterns, enhancing information and cultural development

- in the exchange of know-how and the introduction of innovation in the production process and in the administration and citizen service systems
- in promoting cooperation between public, private and social sectors to achieve common development goals
- in promoting the goals of sustainable development and
- in the technical support of the Local Authorities

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More information about the project will be coming soon on the next edition of the newsletter. **Don't forget to subscribe to receive all the content and be the first to know all about PROACTsme!**

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